FORM D

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

FORM D



NOTICE OF SALE OF SECURITIES PURSUANT TO REGULATION D, SECTION 4(6), AND/OR

			_				
OMB APPROVAL							
OLAD M.		2005 207	=				
OMB Num		3235-007	<u> </u>				
Evniros	A ==:	20, 2000	_				
Lxpiies.	<u>[Apri</u>	<u>11 30,2008</u>					
Estimated	averag	1 30,2008 ge burden					
		īse16.00	0				

SEC	USE OF	NLY
Prefix		Serial
DA	TE RECEIV	ED

UNITORM EIMIT	ED OFFERING EXEM		
Name of Offering (check if this is an amendment and name ha	s changed, and indicate change.)		
Series D Preferred Stock and Underlying Common Stock			
	505 Rule 506 Section 4(6		25051150
Type of Filing: New Filing		JEST .	RECEIVED
A. BASIC	DENTIFICATION DATA		Y 2 0 2007
1. Enter the information requested about the issuer		\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	, 0 0 2001
Name of Issuer (check if this is an amendment and name has cl	hanged, and indicate change.)	- Vital	105
Affinity Financial Corporation		V.	185/45
Address of Executive Offices (Number	er and Street, City, State, Zip Code)	Telephone Number (Inc	luding Area Code)
One Park Plaza, 12th Floor, Irvine, California 92614		800.541.7841	
Address of Principal Business Operations (Numb (if different from Executive Offices)	er and Street, City, State, Zip Code)	Telephone Number (In	cluding Area Code)
Brief Description of Business			
Private Label Financial Services and Products			PROCESSE
Type of Business Organization Corporation Dusiness trust Iimited partnership, at limited partnership, to		please specify):	JUN 0 7 2007
Actual or Estimated Date of Incorporation or Organization: O 9 Jurisdiction of Incorporation or Organization: (Enter two-letter U.S. CN for Canada; FN		imated e:	FINANCIAL
GENERAL INSTRUCTIONS	- · · ·		<u> </u>
Federal: Who Must File: All issuers making an offering of securities in reliance 77d(6).	on an exemption under Regulation D	or Section 4(6), 17 CFR 230.	501 et seq. or 15 U.S.C.
When To File: A notice must be filed no later than 15 days after the and Exchange Commission (SEC) on the earlier of the date it is received.			

which it is due, on the date it was mailed by United States registered or certified mail to that address.

Where To File: U.S. Securities and Exchange Commission, 450 Fifth Street, N.W., Washington, D.C. 20549.

Copies Required: Five (5) copies of this notice must be filed with the SEC, one of which must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

Information Required: A new filing must contain all information requested. Amendments need only report the name of the issuer and offering, any changes thereto, the information requested in Part C, and any material changes from the information previously supplied in Parts A and B. Part E and the Appendix need not be filed with the SEC.

Filing Fee: There is no federal filing fee.

This notice shall be used to indicate reliance on the Uniform Limited Offering Exemption (ULOE) for sales of securities in those states that have adopted ULOE and that have adopted this form. Issuers relying on ULOE must file a separate notice with the Securities Administrator in each state where sales are to be, or have been made. If a state requires the payment of a fee as a precondition to the claim for the exemption, a fee in the proper amount shall accompany this form. This notice shall be filed in the appropriate states in accordance with state law. The Appendix to the notice constitutes a part of this notice and must be completed.

- ATTENTION -

Failure to file notice in the appropriate states will not result in a loss of the federal exemption. Conversely, failure to file the appropriate federal notice will not result in a loss of an available state exemption unless such exemption is predictated on the filing of a federal notice.

		^	A. BASIC IDE	NIII	FICATION DATA				
	e issuer, if the issuer having the pow	er to vote or	dispose, or dire	ect th	-				s of equity securities of the issuer rrship issuers; and
Check Box(es) that Apply:	Promoter	✓ Bene	licial Owner	7	Executive Officer	/	Director		General and/or Managing Partner
Full Name (Last name first, if Waterfield, J. Randall	individual)								
Business or Residence Addres One Park Plaza, 12th Floo	•	_	-	de)					
Check Box(es) that Apply:	Promoter	Z Bene	ficial Owner	Z	Executive Officer	Z	Director		General and/or Managing Partner
Full Name (Last name first, if Waterfield, Richard R.		201							
Business or Residence Addres One Park Plaza, 12th Floo	•		State, Zip Co	de)					
Check Box(es) that Apply:	Promoter	Bene	ficial Owner	Ø	Executive Officer		Director		General and/or Managing Partner
Full Name (Last name first, if Brown, Rick A.	individual)					·			
Business or Residence Addres One Park Plaza, 12th Floc	,	•		de)				•	
Check Box(es) that Apply:	Promoter	Bene	ficial Owner	V	Executive Officer		Director		General and/or Managing Partner
Full Name (Last name first, if Schwab, Georgia A.	individual)					••			
Business or Residence Addres One Park Plaza, 12th Flo				de)					
Check Box(es) that Apply:	Promoter	☐ Bene	ficial Owner	<u> </u>	Executive Officer		Director		General and/or Managing Partner
Full Name (Last name first, if Marino, John G.	individual)								
Business or Residence Addres One Park Plaza, 12th Floo				de)					
Check Box(es) that Apply:	Promoter	Bene	ficial Owner	Ø	Executive Officer		Director		General and/or Managing Partner
Full Name (Last name first, if Gavin, Lisa	individual)								
Business or Residence Addres One Park Plaza, 12th Flo	•			de)					
Check Box(es) that Apply:	Promoter	Bene	ficial Owner	Ø	Executive Officer		Director		General and/or Managing Partner
Full Name (Last name first, if Tringali, Dan	individual)				 .		<u>, </u>		
Business or Residence Addres One Park Plaza, 12th Floo			•	de)				<u>.</u>	
	(Use blan	nk sheet, or	copy and use a	additi	onal copies of this sl	neet, a	is necessary	·)	

<u>-</u>	A. BASIC	. IDENTIFICATION DA	A I A	
Enter the information requested for the f	ollowing:			
• Each promoter of the issuer, if the i	_			
 Each beneficial owner having the p issuer; 	ower to vote or dispose, o	or direct the vote or dispos	sition of, 10% or	more of a class of equity securities of the
 Each executive officer and director 	of corporate issuers and	of corporate general and m	nanaging partner	rs of partnership issuers; and
Each general and managing partner	•			
heck Box(es) that Apply: Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
ull Name (Last name first, if individual) Albertson, Robert B.	_			managing ratio
usiness or Residence Address (Number a One Park Plaza, 12th Floor, Irvine, Cal	- · · · · · · · · · · · · · · · · · · ·	Code)		
heck Box(es) that Apply: Promoter	Beneficial Owner	Executive Officer	X Director	General and/or Managing Partner
ull Name (Last name first, if individual)				
usiness or Residence Address (Number a	and Street, City, State, Zir	Code)		
One Park Plaza, 12th Floor, Irvine, Cali		,		
heck Box(es) that Apply: Promoter	☐ Beneficial Owner	Executive Officer	X Director	☐ General and/or Managing Partner
ull Name (Last name first, if individual) ife, Eugene V.				
usiness or Residence Address (Number a One Park Plaza, 12th Floor, Irvine, Cali		Code)		
heck Box(es) that Apply:	☐ Beneficial Owner	Executive Officer	X Director	General and/or Managing Partner
ull Name (Last name first, if individual) Vender, Joseph H.		-		
usiness or Residence Address (Number 2) one Park Plaza, 12th Floor, Irvine, Calif	•	Code)	, -	
heck Box(es) that Apply: Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
ull Name (Last name first, if individual)				
usiness or Residence Address (Number a	and Street, City, State, Zip	Code)		
heck Box(es) that Apply: Promoter	☐ Beneficial Owner	Executive Officer	Director	General and/or
ull Name (Last name first, if individual)	- .		···	Managing Partner
usiness or Residence Address (Number a	and Street, City, State, Zip	Code)		
heck Box(es) that Apply: Promoter	Beneficial Owner	Executive Officer	Director	General and/or
ull Name (Last name first, if individual)			<u> </u>	Managing Partner
usiness or Residence Address (Number a	and Street, City, State, Zip	Code)		

(Use blank sheet, or copy and use additional copies of this sheet, as necessary.)

					B, 17	NFORMAT	ION ABOU	T OFFERI	NG				
1.	Has the	issuer sold	l, or does th			II, to non-a Appendix,						Yes	No IX
2.	What is	the minim	um investm			• •		•				\$_N/A	·
3.			permit joint									Yes	No _
4.	commis If a pers or states a broker	sion or simi on to be lis s, list the na r or dealer,	ilar remune ted is an ass ime of the b you may so	ration for s lociated pe roker or de et forth the	solicitation erson or ago caler. If mo	of purchase int of a brok ore than five	ers in conno er or deale e (5) persor	ection with r registered as to be list	sales of sec I with the S ed are asso	curities in t SEC and/or	irectly, any he offering. with a state ons of such		
Ful	ll Name (1	Last name	first, if indi	vidual)									
Bu	siness or	Residence	Address (N	umber and	d Street, C	ity, State, Z	Lip Code)						
			v York, NY										
	me or Ass 3S Securi	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	oker or Dea	aicr									
Sta	tes in Wh	ich Person	Listed Has	Solicited	or Intends	to Solicit	Purchasers						
	(Check	"All States	or check	individual	States)			••••••				☑ All	States
	AL IL MT RI	AK IN NE SC	IA NV SD	AR KS NH TN	CA KY NJ TX	CO LA NM UT	CT ME NY VT	DE MD NC VA	DC MA ND WA	FL MI OH WV	GA MN OK WI	HI MS OR WY	MO PA PR
Ful	ll Name (Last name	first, if indi	ividual)				:					
Bu	siness or	Residence	Address (N	Number an	d Street, C	City, State,	Zip Code)						
Na	mc of Ass	sociated Br	oker or Dea	aler									
Sta	tes in Wh	ich Person	Listed Has	Solicited	or Intends	to Solicit	Purchasers						,
	(Check	"All States	or check	individual	States)				***************************************			☐ All	States
	AL IL MT RI	AK IN NE SC	IA NV SD	AR KS NH TN	CA KY NJ TX	CO LA NM UT	ME NY VT	MD NC VA	DC MA ND WA	MI OH WV	GA MN OK WI	MS OR WY	MO PA PR
Fu	II Name (Last name	first, if indi	ividual)									
Bu	siness or	Residence	Address (1	Number an	d Street, C	City, State,	Zip Code)			-			
Na	me of Ass	sociated Br	oker or De	alcr								. <u>.</u>	
Sta	ites in Wh	ich Person	Listed Has	Solicited	or Intends	to Solicit	Purchasers						
	(Check	"All States	or check	individual	States)							☐ All	States
	AL IL MT	IN NE SC	IA NV SD	AR KS NH TN	CA KY NJ TX	CO LA NM UT	CT ME NY VT	DE MD NC VA	DC MA ND WA	FL MI ÖH WV	GA MN OK WI	HI MS OR WY	MO PA PR

C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS

	sold. Enter "0" if the answer is "none" or "zero." If the transaction is an exchange offering, check this box and indicate in the columns below the amounts of the securities offered for exchange and already exchanged.	Aggregate	Amount Already
	Type of Security	Offering Price	Sold
	Debt		\$
	Equity	17,000,000.00	\$_8,405,156.06
	Common Preferred		
	Convertible Securities (including warrants)		
	Partnership Interests	S	\$
	Other (Specify)		
	Total	17,000,000.00	\$ 8,405,156.06
	Answer also in Appendix, Column 3, if filing under ULOE.		
2.	Enter the number of accredited and non-accredited investors who have purchased securities in this offering and the aggregate dollar amounts of their purchases. For offerings under Rule 504, indicate the number of persons who have purchased securities and the aggregate dollar amount of their purchases on the total lines. Enter "0" if answer is "none" or "zero."	Number Investors	Aggregate Dollar Amount of Purchases § 8,405,156.06
	Accredited Investors	·	·
	Non-accredited Investors		\$_0.00
	Total (for filings under Rule 504 only)		\$
3.	If this filing is for an offering under Rule 504 or 505, enter the information requested for all securities sold by the issuer, to date, in offerings of the types indicated, in the twelve (12) months prior to the first sale of securities in this offering. Classify securities by type listed in Part C Question 1.		
	Type of Offering	Type of Security	Dollar Amount Sold
	Rule 505		\$
	Regulation A		\$
	Rule 504		\$
	Total		\$_0.00
4	a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities in this offering. Exclude amounts relating solely to organization expenses of the insurer. The information may be given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimate and check the box to the left of the estimate.		
	Transfer Agent's Fees		\$
	Printing and Engraving Costs		\$
	Legal Fees		\$
	Accounting Fees	_	\$
	Engineering Fees		\$
	Sales Commissions (specify finders' fees separately)	-	\$ 848,592.00
	Other Expenses (identify)		\$
	Total		s 848,592.00

	C. OFFERING PRICE	E, NUMBER OF INVESTORS, EXPENSES A	ND USE OF PROCEEDS	
		ate offering price given in response to Part C - art C — Question 4.a. This difference is the "a	adjusted gross	\$
5.		t for any purpose is not known, furnish an total of the payments listed must equal the a	estimate and	
			Payments to Officers, Directors, & Affiliates	
	Salaries and fees		\$	_ 🗆 \$
	Purchase of real estate		\$	[\$
	Purchase, rental or leasing and installation			
		and facilities	S	🗆 \$
	Acquisition of other businesses (including offering that may be used in exchange for issuer pursuant to a merger)	the value of securities involved in this the assets or securities of another		□\$
			-	
			—	
			 	🗆 \$
	Column Totals		\$ 0.00	[7] \$ 16,151,408.00
		d)		16,151,408.00
		D. FEDERAL SIGNATURE		
sig	e issuer has duly caused this notice to be signe nature constitutes an undertaking by the issu information furnished by the issuer to any t	er to furnish to the U.S. Securities and Exch	ange Commission, upon wri	Rule 505, the following tten request of its staff,
SS	ucr (Print or Type)	Signature	Date /	<u> </u>
Αf	finity Financial Corporation		5/24	12007
۷a	me of Signer (Print or Type)	Title of Signer (Print or Type)		
. F	Randall Waterfield	President and Chief Executive O	fficer	

- ATTENTION ----

	E. STATE SIGNATURE	_		
1.	Is any party described in 17 CFR 230.262 presently subject to any of the disqualification	Yes	No	
	provisions of such rule?		K	

See Appendix, Column 5, for state response.

- The undersigned issuer hereby undertakes to furnish to any state administrator of any state in which this notice is filed a notice on Form D (17 CFR 239.500) at such times as required by state law.
- The undersigned issuer hereby undertakes to furnish to the state administrators, upon written request, information furnished by the issuer to offerees.
- 4. The undersigned issuer represents that the issuer is familiar with the conditions that must be satisfied to be entitled to the Uniform limited Offering Exemption (ULOE) of the state in which this notice is filed and understands that the issuer claiming the availability of this exemption has the burden of establishing that these conditions have been satisfied.

The issuer has read this notification and knows the contents to be true and has duly caused this notice to be signed on its behalf by the undersigned duly authorized person.

Issuer (Print or Type)	Signature	Date /	
Affinity Financial Corporation		5/24/20	07
Name (Print or Type)	Title (Print or Type)	/	
J. Randall Waterfield	President and Chief Executive Officer		

Instruction:

Print the name and title of the signing representative under his signature for the state portion of this form. One copy of every notice on Form D must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

APPENDIX 4 5 2 3 ı Disqualification under State ULOE Type of security and aggregate (if yes, attach Intend to sell Type of investor and explanation of to non-accredited offering price offered in state amount purchased in State waiver granted) investors in State (Part C-Item 1) (Part C-Item 2) (Part E-Item 1) (Part B-Item 1) Number of Number of Series D Preferred Stock and underlying Accredited Non-Accredited Common Stock State Yes No **Investors** Amount **Investors** Amount Yes No ΑL X × ΑK × X AZ. X X AR X X Series D Preferred Stock CA and underlying Common Stock 16 \$4,315,003.64 0 \$0.00 X × CO X X CT × × X X DE DC X X × FL X GA X X н × X ID X X Series D Preferred Stock and underlying Common IL \$0.00 \$233,200.00 x 3 0 X Series D Preferred Stock IN X 1 X and underlying Common \$250,000.12 0 \$0.00 ĬΑ X X KS X X KY X X Series D Preferred Stock and underlying Common LA 3 \$0.00 X \$1,000,001.22 X ME × X MD X X MA X X MI X x MN X X MS X X

APPENDIX 2 4 3 l Disqualification Type of security under State ULOE (if yes, attach Intend to sell and aggregate to non-accredited offering price Type of investor and explanation of amount purchased in State waiver granted) investors in State offered in state (Part C-Item 1) (Part C-Item 2) (Part E-Item 1) (Part B-Item 1) Number of Number of Series D Preferred Stock Accredited Non-Accredited and underlying Common State Yes No Stock **Investors Investors** Amount Yes No Amount X X MO MT X X NE X X X NV X NH x X Series D Preferred Stock NJ X and underlying Common 0 \$0.00 X \$199,999.80 NM X x Series D Preferred Stock 0 X and underlying Common 3 \$0.00 x NY \$529,501.08 Stock NC X X ND X X × OH X OK X X X OR X Series D Preferred Stock PA X \$1,149,999.48 0 \$0.00 X 3 and underlying Common RI X X SC X X SD × X TN X X TX X X UT × x VT × X Series D Preferred Stock VA X \$250,000.12 × and underlying Common WA × X WVX X WI X X

	APPENDIX										
1		2	3 Type of security		5 Disqualification						
	to non-a investor	to sell ccredited s in State -Item 1)	and aggregate offering price offered in state (Part C-Item 1)	Type of investor and amount purchased in State (Part C-Item 2)				(if yes, attach explanation of waiver grante (Part E-Item 1			
State	Yes	No		Number of Accredited Investors	Amount	Number of Non-Accredited Investors	Amount	Yes	No		
WY		×							×		
PR		×							×		

